

Build Back...Better?

TRAVEL AND TOURISM IS...



- *Actually* a “force for good”
 - More accountable and transparent
 - United by a shared agenda, shaped by communities and with their needs and those of the destination at its centre
 - Celebrated as a development priority for achieving the Sustainable Development Goals
-
- No longer tinkering around the edges – sustainability is baked in

CHOOSING
A BETTER

FUTURE OF TOURISM

THE COALITION

www.futureoftourism.org



13 Guiding Principles



The “new normal”

- Greater willingness for public-private cooperation
- DMOs are engaging more with their communities
- Controls on demand are accepted (even desirable)
- Economic recovery and investment packages

Why do
we want
tourism?

The Invisible Burden



Sewage

Cost of infrastructure upgrades
(including green technology)



Untreated sewage
(harm to human health and ecosystems)



Natural capital

Costs to maintain biodiversity, green corridors and protected areas



Loss of biodiversity and ecosystem services



Water

Cost of infrastructure upgrades
(including green technology)



Cost of desalination



Overexploitation
(leaving residents without potable water resources)



Social capital

Higher cost of living



Amenities for residents displaced by tourism



Undermined community values



Solid waste

Cost of infrastructure upgrades
(including green technology)



Uncollected waste, unsanitary waste dumps and pollution
(harm to human health and ecosystems)



Energy & GHG

Cost of infrastructure upgrades
(including green technology)



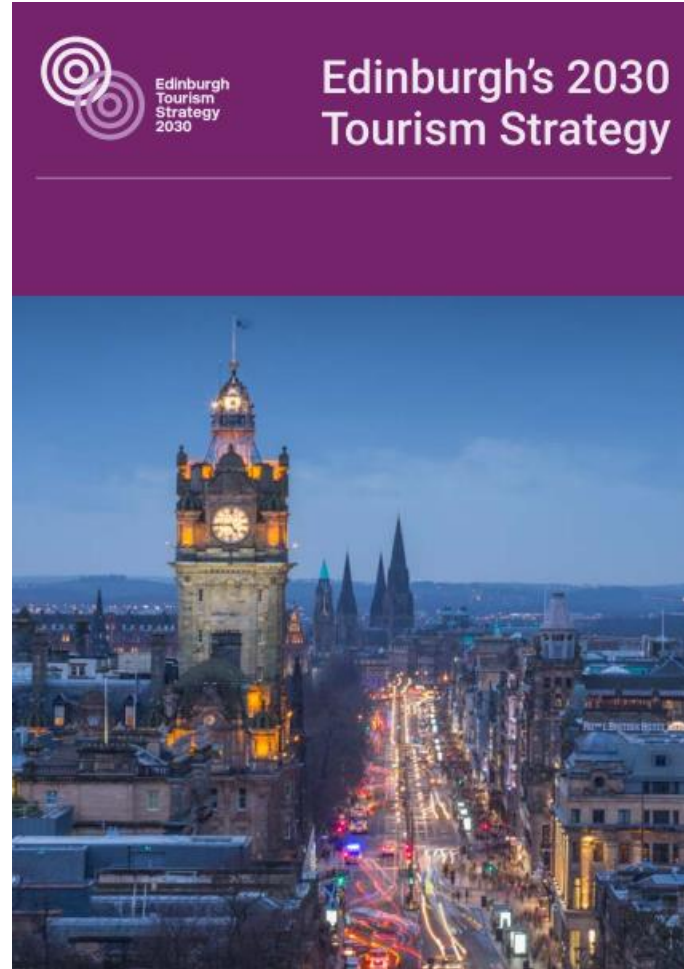
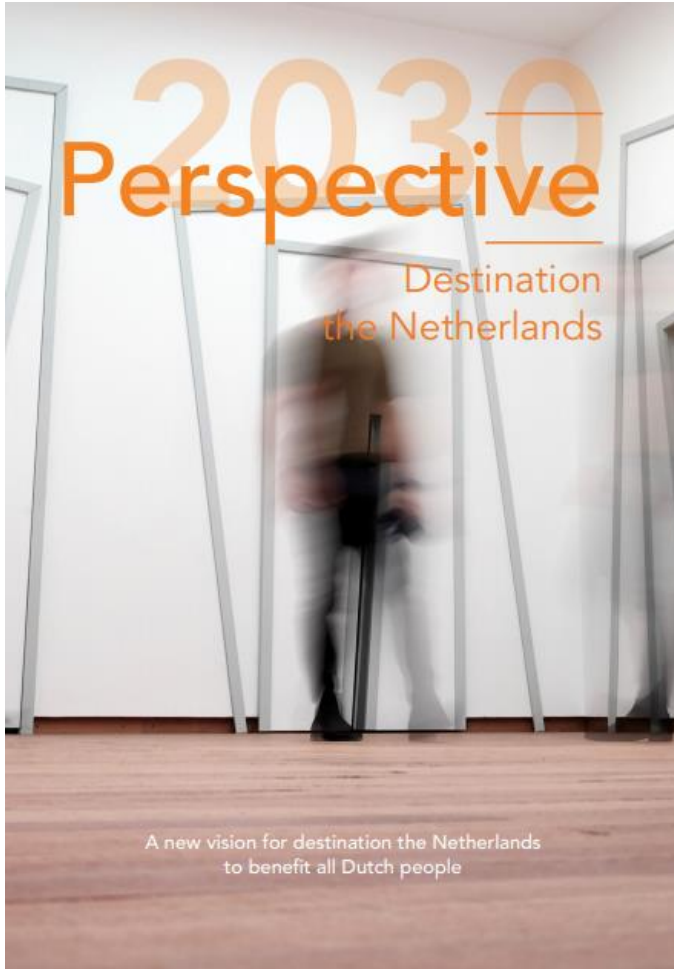
Cost of managing peak demand



Increased reliance on non renewables



“Quality” not quantity?



Optimising added value tourism



10 drivers for destination stewardship



Place-Making

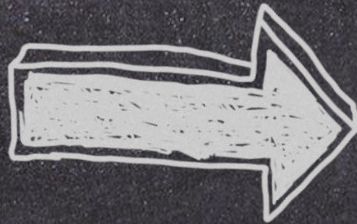


A new mandate



SO THE VISITOR ECONOMY OF THE FUTURE WILL...

Be contributing to a place-based vision



- ✓ Based on community engagement and representation.

- ✓ Build capacity + create new roles

- ✓ New KPIs: impacts on people and place

- ✓ New funding models

- ✓ A public AND private sector **SHARED AGENDA**



- ✓ Need CROSS SECTOR structures/teams



WIN:WIN:WIN
for businesses,
public sector
and communities

Putting community needs at the centre of recovery is good for governance AND business

Resources and biodiversity are protected

Local livelihoods are optimised

Quality of life for residents and workers

Protecting destination-level investments & jobs

Building resilient, inclusive local supply chains

Creating innovative and much sought-after products and services

